

FY10

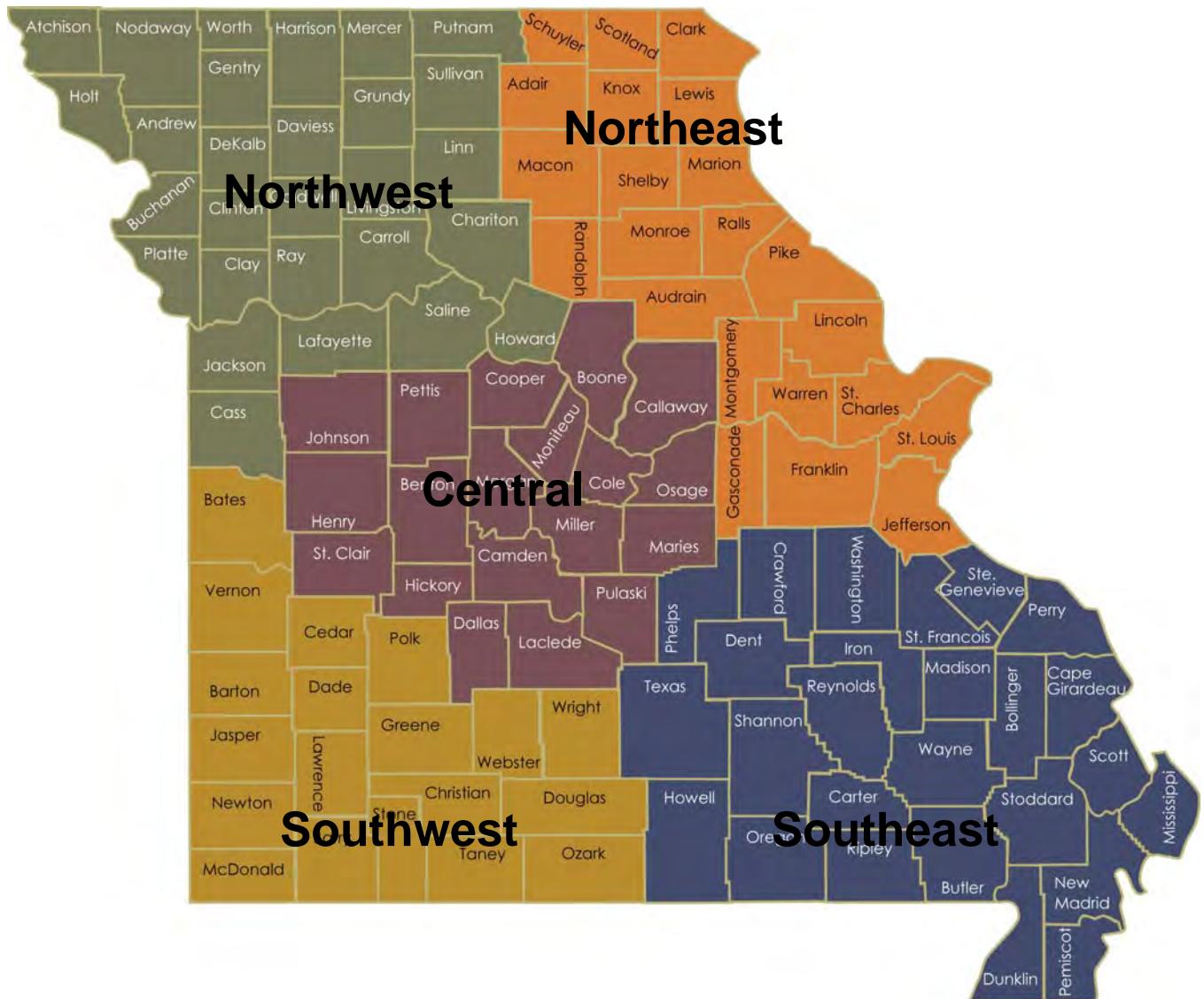
Cooperative Marketing Guidelines



Division of Tourism

Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

Printed July, 2008 for the FY2010 program year, July 1, 2009 through June 30, 2010



Missouri Tourism Regions

**Missouri Division of Tourism
Cooperative Marketing Program
FY10 Program Guidelines**

Table of Contents

Missouri Cooperative Marketing travel region map	i
Cooperative Marketing Program Guidelines	
I. Background	1
II. Goal/Objectives	1
III. Administration	1
IV. Basic Qualifications for Program Participation.....	2
V. Establishing Countywide DMO Certification	2
Certification Level Table.....	3
VI. Proposed Funding.....	5
County Tourism Level (CTL) Table	6
VII. Types of Funding Available.....	6
Marketing Type Table.....	8
VIII. Project Application Process	9
IX. Program Requirements.....	9
Usage Chart for Missouri Tourism Logo	10
X. Exceptions, Exclusions and Ineligible Expenses	12
XI. Modifications	13
XII. Quarterly Reporting/Reimbursement of Expenses	13
Quarterly Reporting Chart	14
XIII. Measuring the Outcome.....	14
Project Summary Report Requirement Chart	14
XIV. Contract Review.....	15
XV. Marketing Category Guidelines.....	15
1. Marketing to the Leisure Traveler	
Small Project Marketing	16
Leisure Travel Marketing	19
Destination Advertising	23
2. Marketing to the Media (leisure travel)	
Public Relations.....	27
3. Marketing to the Event Planner	
Convention Marketing.....	31
Amateur Sports Marketing.....	34
4. Tourism Research	38
Proposed Funding Levels at A Glance	40
A Strategy for a Successful Application	41
Outline for Preparing a Tourism Marketing Plan.....	42

**State of Missouri
Division of Tourism
Cooperative Marketing Program**

GUIDELINES

UPDATED: July 31, 2008 for the FY2010 Program year

I. BACKGROUND

The Cooperative Marketing Program, a 50/50 matching funds reimbursement program, has been assisting destination-marketing efforts since FY1995. The program combines the creative and financial resources of local professional non-profit tourism destination marketing organizations (Countywide DMOs) with Missouri Division of Tourism (MDT) resources in a partnership to lead Missouri in becoming one of America's most memorable tourist destinations.

II. GOAL/OBJECTIVES

The Division of Tourism will fund qualified performance-based projects that align with the division's strategies and markets to achieve the following:

Goal: Increased direct domestic tourism expenditures

Cooperative Marketing Program Objectives

- Extend the Division of Tourism marketing resources through participation in countywide strategic leisure travel marketing partnerships
- Support qualified performance-driven projects designed to increase tourism expenditures in Missouri
- Provide incentive and opportunity for growth and improvement in county and regional marketing efforts with an emphasis on incremental over-night stays

III. ADMINISTRATION

The Missouri Division of Tourism administers the Cooperative Marketing Program on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions.

Mailing address: Cooperative Marketing Program, Missouri Division of Tourism, PO Box 1055, Jefferson City, MO 65102

Physical address: 301 W. High St., Room 290, Jefferson City, MO 65101

Phone number: 573-526-5900

FAX number: 573-751-5160

Cooperative marketing advisory committee - The cooperative marketing advisory committee is comprised of industry professionals who provide valuable customer input to program design and administration as well as peer review of the applications.

Appeal process – An applicant or participant may file an appeal to the advisory committee regarding issues of eligibility or compliance rulings. Such an appeal must be directed to the cooperative marketing team in writing and must contain an explanation of the basis for the appeal. With recommendations from the advisory committee, the Division will review the appeal and provide a ruling. Evaluation scores and guideline requirements may not be appealed. The Missouri Tourism Commission reserves the right to make all final decisions.

IV. BASIC QUALIFICATIONS

A DMO is defined as a non-profit Missouri corporation or government unit responsible for and actively engaged in the promotion and marketing of tourism in Missouri for a minimum of two years with such activity supported by the organization's mission, charter, budget, funding sources and financial statements.

DMOs are appointed on a countywide basis. To qualify as an official Cooperative Marketing Program tourism Countywide DMO, an entity must satisfy the minimum requirements A, B, C and D as follows:

A. The organization is one of the following types of non-profit organizations:

- Convention and visitor bureau/commission (MACVB or DMAI approved)
- Chamber of commerce (MCC or US Chambers of Commerce approved)

OR

A county or city government or a subdivision of a county or city government that functions as a DMO such as a city or county tourism department,

OR

City or county taxing authority, tourism commission or board, or designee of taxing authority, commission or board that operates by contract as the primary tourism marketing organization for the city or county such as a tourism board or association,

AND

B. The organization has been incorporated as a non-profit entity registered and in good standing with the State of Missouri for a minimum of two years (city and county tourism departments are exempted from the incorporation and registration requirements)

AND

C. The organization can demonstrate that it is currently and has been actively engaged in tourism destination marketing for a minimum of two years

AND

D. The organization is recognized through adopted resolution by the county commission/governing body as the county's single official Countywide DMO for participation in the Cooperative Marketing Program

The following organization do not satisfy requirement A above:

- Special events organizations and event organizers
- Single attractions or organizations representing single attractions
- State or federal agencies or organizations representing state or federal agencies

V. ESTABLISHING COUNTYWIDE DMO CERTIFICATION

Certification provisions and application deadline -

- To participate in the Cooperative Marketing Program, a qualified tourism marketing organization must hold valid countywide DMO certification.
- No more than one Countywide DMO can be certified for each Missouri County. Organizations receiving the countywide certification must work with non-certified destinations within the county to promote on a countywide basis and, generally, no more than one DMO can be certified for each Missouri tourism destination.
- To be certified for participation in the program, qualified organizations not currently certified must deliver the official certification application and required documents to the Division of Tourism by 5 p.m. on Nov. 3, 2008.

Selecting a certification level - The level of tourism marketing activity, experience, and staffing demonstrated by the organization determines the marketing level(s) available. MDT and the cooperative marketing advisory committee review the Countywide DMO certification applications and documentation. Based on the information provided in and with the applications, the applicant organizations may be certified as eligible in one of the following certification levels:

CERTIFICATION LEVEL TABLE			
Available Certification Levels	Supportable Level of Marketing	Minimum Yrs. Marketing Tourism	Status
<u>Level I, Smaller Market DMOs</u>	<ul style="list-style-type: none"> Actively promotes tourism for the destination/county Has tourism-exclusive brochure and Web site in place Reliable funding in place 	2	<ul style="list-style-type: none"> Satisfies qualifications A, B, C and D under "Basic Qualifications"
<u>Level II, Medium to Large Market DMOs</u>	<ul style="list-style-type: none"> Has tourism-exclusive brochure and Web site in place Tourism marketing for the destination/county is major function Paid tourism marketing staff Supported by tourism tax Minimum of \$10,000 leisure travel media advertising over two years 	2	<ul style="list-style-type: none"> Satisfies qualifications A, B, C and D under "Basic Qualifications"
<u>Level III, Major Market DMOs</u>	<ul style="list-style-type: none"> Tourism marketing is principal function Fulltime, paid tourism marketing staff Supported by tourism tax Minimum \$25,000 leisure travel media advertising in each of preceding three years 	4	<ul style="list-style-type: none"> Continues to satisfy qualifications A, B, C and D. Successfully completed two preceding years as Level II certified Countywide DMO

Leisure travel, convention and amateur sporting event marketing designations – at the time of certification, based upon the information provided in the certification application, the applicant Countywide DMO may be designated to participate in one or more of the program marketing categories, leisure travel, convention and/ or amateur sporting event.

1. Leisure travel marketing designation – With this designation a Countywide DMO may participate in the appropriate leisure travel marketing category. This designation also includes public relations and tourism research categories.
2. Convention marketing designation – This designation is assigned to those Countywide DMOs with suitable conference and meeting facilities to attract national and regional conventions and meetings that do not typically meet in Missouri.
3. Amateur sporting event marketing designation – This designation is assigned to those Countywide DMOs with suitable facilities to attract national and regional amateur sporting events that do not typically meet in Missouri.

Requirements for level I – smaller market Countywide DMOs

To seek certification as a level I countywide DMO, interested organizations must:

1. Satisfy the basic qualifications A, B, C & D outlined in guidelines Section IV
2. Actively promote tourism for the destination with a tourism marketing brochure, tourism Web site and fulfillment process in place
3. Have a reliable funding source in place

4. Hold governmental support as the designated countywide marketing organization
5. Submit the following required documents as evidence of the above qualifications no later than Nov. 3, 2008:
 - Countywide DMO Certification application
 - Financial statements reflecting budget, revenue and expense for the previous two years detailing the applicant organization's tourism marketing expenditures and sources of revenue
 - Applicant organization's tourism Web site address
 - Applicant organization's current tourism marketing brochure
 - Statement of the tourism marketing activities successfully completed and paid for by the applicant organization in the last two years. Include samples of materials listed. These activities must be detailed in the financial statements
 - Annual Report filed with the Secretary of State for the current year. If no annual report is required, provide the Missouri charter number (for nonprofit corporations) and a list of the principle decision makers for the organization with their titles and contact information. City and County departments must provide a list of the principle decision makers for the organization with their titles and contact information.
 - Current tourism marketing plan with detailed action plan
 - Resolution adopted by county commission recognizing the applicant as the official Countywide DMO for the county for participation in the Cooperative Marketing Program (*Use official template*)

Requirements for level II - medium to large market Countywide DMOs

The Level II applicant must:

1. Satisfy the basic qualifications A, B, C & D outlined in guidelines Section IV
2. Show that leisure travel marketing is a major function of this organization.
3. Employ fulltime paid tourism marketing staff
4. Market tourism for the entire destination to include the operation of a tourism Web site, a tourism brochure and fulfillment process.
5. Have expended a minimum of \$10,000 in each of the last two years for leisure travel media advertising.
6. Be supported by a local tourism tax.
7. Hold governmental support as the designated countywide marketing organization
8. Submit the following required documents no later than Nov. 3, 2008:
 - Countywide DMO Certification application
 - Financial statements, including budget for the previous two years reflecting applicant organization's tourism marketing expenditures. Must reflect the \$10,000 leisure travel media advertising minimum
 - Applicant organization's tourism Web site address
 - Copy of applicant organization's tourism brochure or visitors guide
 - Statement of the tourism marketing activities successfully completed and paid for by the applicant organization in the last two years. Include samples of all materials listed. The financial statements must support these activities and reflect the \$10,000 leisure travel media advertising minimum
 - Current tourism marketing plan with detailed action plan
 - Annual Report filed with the Secretary of State for the current year. If no annual report is required, provide the Missouri charter number (for nonprofit corporations) and a list of the principle decision makers for the organization with their titles and contact information. City and

Missouri Division of Tourism FY2010 Cooperative Marketing Program Guidelines

County departments must provide a list of the principle decision makers for the organization with their titles and contact information.

- Resolution adopted by county commission recognizing the applicant as the official Countywide DMO for the county for participation in the Cooperative Marketing Program (*Use official template*)

Requirements for level III - major market Countywide DMOs

The Level III applicant must:

1. Be currently certified as a level II Countywide DMO.
2. Continue to satisfy the basic qualifications A, B, C & D outlined in guidelines Section IV
3. Employ fulltime paid tourism marketing staff.
4. Have successfully fulfilled contractual obligations on a minimum of one Cooperative Marketing Program leisure travel marketing contract in each of the previous two consecutive years.
5. Have expended a minimum of \$25,000 in leisure travel media advertising in each of the last three years.
6. Be supported by a county or local tourism tax.
7. Hold governmental support as the designated countywide marketing organization
8. Submit the following required documents no later than Nov. 3, 2008:
 - Countywide DMO Certification application
 - Financial statements from the previous two years reflecting that tourism marketing is the principal function of the organization and detailing the leisure travel activities described in the marketing plans to include the leisure travel media advertising minimum
 - Detailed marketing plans for the previous two years reflecting tourism marketing activities to include \$25,000 leisure travel media advertising minimum
 - Samples of media advertising placed by the Countywide DMO
 - Annual Report filed with the Secretary of State for the current year. If no annual report is required, provide the Missouri charter number (for nonprofit corporations) and a list of the principle decision makers for the organization with their titles and contact information
 - Current detailed tourism marketing plan with action plan
 - Resolution adopted by county commission recognizing the applicant as the official Countywide DMO for the county for participation in the Cooperative Marketing Program (*Use official template*)

For all certification levels, required documents must be provided to MDT by 5 p.m. on Nov. 3, 2008. Additional documentation may be requested from any organization if determined by MDT and/or the advisory committee. MDT and the advisory committee review all certification applications. The Missouri tourism commission reserves the right to make final decisions.

The Countywide DMO certification application and required forms are available on our website www.VisitMo.com. Click on "Industry Info", "Cooperative Marketing Program" then "FY2010 Program Information."

VI. PROPOSED FUNDING

The proposed maximum award amounts available by county are illustrated in the following table. Missouri counties are grouped by FY07 tourist expenditures and available lodging to determine the County Tourism Level (CTL) and the maximum awards available. Funding amounts are first limited by the amount allocated per Missouri county, and secondly by the certification level of the Countywide DMO.

Missouri Division of Tourism FY2010 Cooperative Marketing Program Guidelines

County Tourism Levels are updated annually to reflect any changes in economic position of the county. Therefore, county designation may change from fiscal year to fiscal year due to growth or decline in tourist expenditures, lodging units available and county marketing levels.

Countywide DMOs may maximize funding available through inter-county partnerships. All proposed funding levels presented in these guidelines are subject to the appropriation of necessary funds to the Division of Tourism.

FY2010 COUNTY TOURISM LEVEL TABLE			
County Tourism Level (CTL)	County/County Partnerships	County Allocation for leisure travel marketing, PR and research	County Allocation for convention and/or amateur sporting event marketing
7	Western Jackson/Clay, St. Louis City/County, Taney	\$600,000	\$60,000
6	Camden/Miller/Morgan, Greene/Polk/Christian	\$450,000	\$60,000
5	Buchanan, Eastern Jackson, St. Charles, Stone	\$200,000	\$60,000
4	Boone, Cape Girardeau, Cole, Franklin, Jasper, Laclede, Marion, Pettis, Platte, Polk, Pulaski	\$60,000	\$30,000
3	Ste. Genevieve, Scott	\$25,000	\$0
2	Barry, Butler, Cass, Crawford, Gasconade, Henry, Howell, Jefferson, Phelps, Shannon, St. Francois, Warren	\$10,000	\$0
1	Benton, Callaway, Cedar, Dallas, Hickory, Johnson, Lafayette, McDonald, New Madrid, Newton, Ozark, Ralls, Saline, Texas, Vernon/Barton	\$5,000	\$0
0	Adair, Andrew, Atchison, Audrain, Bates, Bollinger, Caldwell, Carroll, Carter, Chariton, Clark, Clinton, Cooper, Dade, Daviess, DeKalb, Dent, Douglas, Dunklin, Gentry, Grundy, Harrison, Holt, Howard, Iron, Knox, Lawrence, Lincoln, Lewis, Linn, Livingston, Macon, Madison, Maries, Mercer, Mississippi, Moniteau, Monroe, Montgomery, Nodaway, Oregon, Osage, Pemiscot, Perry, Pike, Putnam, Randolph, Ray, Reynolds, Ripley, Schuyler, Scotland, Shelby, St. Clair, Stoddard, Sullivan, Washington, Wayne, Webster, Worth, Wright	\$0 -Eligible for Missouri Jewels Program -May qualify for \$2,500 funding for tourism brochure or Web site	\$0

VII. TYPES OF FUNDING AVAILABLE

The Division of Tourism's Cooperative Marketing Program provides reimbursement of up to 50% of eligible expenses incurred by certified Countywide DMOs for the fulfillment of approved tourism marketing projects

in the following marketing categories designed to increase the economic impact of tourism throughout Missouri.

Detailed information on the funding types and categories, as well as eligible marketing activities, category calendars and application processes may be found in the "Marketing Category Guidelines section XVI of this publication.

- 1. Marketing to the leisure traveler-** To be considered for funding in these categories a project must specifically target the potential leisure travel visitor who must travel a minimum of fifty miles to reach the destination. Group tour marketing is also included under leisure travel marketing categories.

Small Project Marketing (SPM) - Countywide DMOs with level I certification may apply for funding in this category for small leisure travel projects. Funded projects are of a limited scope with the duration of six months or less. Two marketing periods are available each fiscal year, with applications accepted in March and in September.

Eligible SPM marketing activities - a variety of marketing activities including print media placement (magazines, newspapers, travel inserts), electronic media placement (travel related e-brochures), internet advertising placement, brochure distribution, printing and production of collateral materials, printing and production of targeted direct mail materials, trade show registration, billboard lease, booth acquisition, Web site development.

Leisure Travel Marketing (LTM) – Countywide DMOs with level II certification may apply for matching funds annually to promote leisure travel in this category. This funding is allocated and distributed by Missouri tourism regions as established by the Missouri Tourism Commission.

Activities that may be funded are print media advertising placement, targeted broadcast media advertising placement, internet advertising placement, electronic media marketing placement (travel related e-brochures), billboard lease, national or multi-state regional tradeshow registration, printing costs for direct mail materials, and printing costs for materials designed to fulfill leisure travel inquiries.

Destination Advertising (DA) - Countywide DMOs with level III certification may apply for matching funds for placement costs for selected advertising targeting the leisure traveler in those markets and media approved by MDT (list provided annually). This includes the placement of selected media advertising only including TV, radio, and print ads in magazines and newspapers and selected internet advertising placement. Participants must pay all production costs associated with ads placed in this category. Ads may be placed through the Division of Tourism's general market ad agency, or the participant may place the ads independently.

Eligible DA activities - media advertising placement only in pre-approved markets and media.

- 2. Marketing to the media (leisure travel)** To be considered for funding in this marketing type a project must specifically target the media for solicitation of positive leisure travel related stories for the destination.

Public Relations (PR) - Countywide DMOs with level II or III certification may apply annually for matching funds for costs associated with contracted public relations services for development and distribution of media releases; press tours; media marketplaces; sales missions; media queries; press kit development; and photography and video specific to the public relations activities that promote leisure travel.

- 3. Marketing to the Event Planner** To be considered for funding in this marketing type a project must specifically target the convention, meeting or amateur sports planner for events that do not typically, or on a revolving schedule, meet in Missouri.

Convention Marketing (CVM) – Countywide DMOs with level II or III certification with a convention marketing designation may apply annually for matching funds for convention and

meeting marketing. To qualify for funding in convention marketing, appropriate facilities must exist in the destination. These funds are allocated statewide.

Activities that may be funded are print media advertising placement and limited production costs; national or multi-state regional meeting and convention planner tradeshows registration costs; booth acquisition costs; printing and limited production costs for collateral materials designed to showcase destination convention and meeting facilities and amenities; purchase or lease of mailing lists; printing, limited production, and distribution of direct mail materials targeting the planner.

Amateur Sports Marketing (ASM) - Countywide DMOs with level II or III certification with a sports marketing designation may apply annually for matching funds for amateur sporting event marketing.

Activities that may be funded are print media advertising placement; national or multi-state regional meeting and convention planner tradeshows registration costs; printing and limited production costs for collateral materials designed to showcase the destination's sports facilities and amenities; purchase or rental of mailing lists; and printing, limited production, and distribution of direct mail materials targeting the planner.

4. Tourism research

Tourism Research (TR) – Certified Countywide DMOs with level I, II or III certification may apply annually for matching funds for the implementation of approved tourism research projects. Research may focus on identifying markets and targets as well as measuring marketing outcomes such as those required in some program marketing categories.

Marketing Type Table		
Type/ Category/Marketing Period	Certification Requirements	Project Application Due Dates
1. Marketing to the leisure traveler		
Small Project Marketing (Summer/Fall Mktg. (July 1 - Dec. 31 marketing period)	Level I	By 5 p.m. Mar. 2, 2009
Small Project Marketing (Winter/Spring Mktg. (Jan 1 - June 30 marketing period)	Level I	By 5 p.m. Sept. 1, 2009
Leisure Travel Marketing (July 1 - June 30 marketing period)	Level II or III	By 5 p.m. Jan. 30, 2009
Destination Advertising (July 1 - June 30 marketing period)	Level III	By 5 p.m. April 15, 2009
2. Marketing to the media (leisure travel)		
Public Relations (July 1 - June 30 marketing period)	Level II or III	By 5 p.m. Jan. 30, 2009
3. Marketing to the event planner		
Convention Marketing (July 1 - June 30 marketing period)	Level II or III	By 5 p.m. Jan. 30, 2009
Amateur Sports Marketing (July 1 - June 30 marketing period)	Level II or III	By 5 p.m. Jan. 30, 2009
4. Tourism research		
Tourism Research (July 1 - June 30 marketing period)	Level I, II or III	By 5 p.m. Jan. 30, 2009

The marketing type table illustrates the funding types available, certification requirements and project application due dates.

VIII. PROJECT APPLICATION PROCESS

The Cooperative Marketing Program operates on the state of Missouri fiscal year. The FY10 program year begins July 1, 2009 and ends on June 30, 2010.

Certified Countywide DMOs may submit project applications that identify and describe the proposed tourism-marketing project that will take place within the program year. MDT reviews all applications for guideline compliance. The cooperative marketing advisory committee evaluates and scores leisure travel marketing and small project marketing applications. MDT staff and appointees assess and score destination advertising, tourism research, convention marketing and amateur sports marketing applications.

Funding is based on score, appropriateness and the availability of funds. All projects are funded on a 50/50, dollar for dollar, state and local match. Notification of award letters will be mailed to all applicants by May 29, 2009.

Forms and instructions - Application forms and Instructions are available on the Missouri Tourism Web site, www.VisitMo.com. To access these forms and instructions, click on "Industry Info", "Cooperative Marketing Program", and then "FY2010 Program Information."

All applications must be received at MDT no later than 5 p.m. on the application due dates. See the Application Requirements Chart in this section.

Refer to section XVI of these guidelines for all specific information on the various marketing eligibility requirements, the maximum and minimum funding amounts available, detailed application process, review standards, outcome measurement requirements, calendar, and other category-specific information.

IX. PROGRAM REQUIREMENTS

All projects are subject to the following program requirements:

1. Funded marketing activities must take place, expenses must be incurred, the product delivered or service provided, and the project completed within the program period.

The period begins July 1, 2009 and ends at midnight June 30, 2010, for destination advertising, leisure travel, convention and amateur sports marketing, and one of the two six-month marketing periods in small project marketing, July 1, 2009 through Dec. 31, 2009 and Jan. 1, 2010 through June 30, 2010.

2. The distribution of products funded through the Cooperative Marketing Program must comply with the 50-mile rule as follows:

- Printed Materials - Distribute printed materials at least 50 miles away - A substantial amount (85%) of funded products such as direct mail materials, brochures, calendars, flyers, etc. must be distributed more than 50 miles from the location of the product advertised.
- TV, Radio Newspapers and Billboard lease - Advertise at least 50 miles away - Funded advertising placed on radio, TV and newspapers must be placed on outlets licensed and located at least 50 miles from the project's home base and the home base of any stated partners. Billboards must be physically located a minimum of 50 miles from the location of the product advertised.
- Publications - Advertise at least 50 miles away - Funded advertising placed in magazines, journals and other primarily subscription publications must be placed in publications where a

substantial amount (85%) of the advertising is delivered at least 50 miles from the location of the product advertised.

- Tradeshows must be located at least 50 miles from the location of the project advertised.
- Public Relations activities - public relations efforts must target media outlets at least 50 miles from the destination that is being marketed.

3. Funded marketing activities must display the official Missouri tourism logo and/or credit line on all funded products according to the specifications, which follow. Reimbursement is withheld on materials containing incorrect logo usage.

Printed materials and electronic advertising

The official Missouri tourism logo is required on all print ads and printed and on-line materials funded through the Cooperative Marketing Program as follows:

- OPTION A: In a size equal to or commensurate with the participant's logo within the ad or printed material, not less than one inch wide. OR
- OPTION B: In one of the six specified minimum sizes based upon print ad/material size as indicated in the chart that follows.

The following chart illustrates the minimum size requirements for the logo used in print ads and printed materials funded through the Cooperative Marketing Program when using option B.

Do not use the tourism slogan in any materials funded through the Cooperative Marketing Program.

Usage Chart for Missouri Tourism Logo



<u>Size #</u>	<u>Ad Size/Type of Printed Material</u>	<u>Minimum Size Logo Allowed</u>
1	2 1/4" X 3" or less ads (6.75 Square inches or less)	 Logo must be a minimum of 1 inch wide
2	2 1/4" X 3" up to 3" X 5" ads (6.76 to 15 square inches)	 Logo must be a minimum of 1 1/8 (1.125) inches wide
3	3" X 5" up to 4" X 6" ads (15.1 to 24 square inches)	 Logo must be a minimum of 1 1/4 (1.25) inches wide
4	4" X 6" up to 5" X 7" ads (24.1 to 35 square inches)	 Logo must be a minimum of 1 1/2 (1.5) inches wide

<u>Size #</u>	<u>Ad Size/Type of Printed Material</u>	<u>Minimum Size Logo Allowed</u>
5	5"X 7" to 7" X 9" ads (35.1 to 63 square inches)	 Logo must be a minimum of 1 3/4 (1.75) inches wide
6	Ads larger than 7" X 9", brochures, flyers, guides, or other printed materials. (More than 63 sq. in.)	 Logo must be a minimum of 2 inches wide

TV advertising

These products must display the official Missouri tourism logo along with the credit line "Produced in cooperation with the Missouri Division of Tourism" for a minimum of five seconds. The logo and credit line must be clearly legible and prominently displayed. Generally, the size of the Missouri tourism logo should be commensurate with the size of the Countywide DMO's logo.

Radio advertising

Radio ads must contain the credit line "Produced in cooperation with the Missouri Division of Tourism," typically at the conclusion of the ad.

Booths

Booths purchased or constructed, as a portion of the application must display the official Missouri Tourism logo for one year.

Tradeshows

Travel/trade show participants must display a sign stating, "Participation in this event is co-sponsored by the Missouri Division of Tourism." MDT will provide the sign on request.

Billboards

Billboards must contain the official Missouri Tourism logo of a size that is clearly readable to the passing motorist.

Web sites

Web sites must contain the official Missouri tourism logo prominently displayed in a place the Web site home page.

4. Funds from other Missouri state sources may not be used to satisfy the local matching funds obligation.
5. Three bids using identical specifications must be obtained for all purchases \$3,000 or greater that can be competitively bid. The low bid must be accepted unless there is strong justification for choosing another bidder. In this case, a written explanation must accompany the reimbursement request. Public relations services are subject to the competitive bidding process for amounts of \$3,000 or greater.
 - Telephone bids are acceptable on purchases of \$3,000 to \$19,999.99.
 - Expenses of \$20,000 or more that can be competitively bid require written bids.
 - For expenses in excess of \$10,000, at least one of the three required bids should be from a minority and/or woman-owned business.

For additional information, contact the Office of Administration, Office of Equal Opportunity at (573) 751-8130 or visit the on-line Missouri State Minority Vendor listing at:

<http://www.oa.state.mo.us/oeo/mbe/mbesrch.htm>

The on-line listing of women-owned businesses may be found at:
<http://www.oa.state.mo.us/oeo/wbe/wbesrch.htm>

6. Pre-approval for funded products should be requested prior to printing or production. Fax, e-mail or mail in the product approval form (available on the Web site) to MDT along with ad materials allowing five working days for MDT's response. Materials will be reviewed and approval faxed back as quickly as possible. Products that are altered after MDT approval may not be eligible for reimbursement. Reimbursement for expense relating to products that did not receive MDT approval cannot be guaranteed. Destination advertising ads must receive pre-approval from MDT.
7. Quarterly Project Update/Reimbursement Request reports must be filed within two months following the end of each fiscal quarter.
8. Marketing activities must be completed as approved in the contract or subsequent approved revision.

X. EXCEPTIONS, EXCLUSIONS AND INELIGIBLE EXPENSES

- No product funded through the Cooperative Marketing Program may solicit donations or any other type of funds.
- Logos other than the MDT official tourism logo and the logo of the participating organizations are prohibited in all ads and literature funded through the Cooperative Marketing Program.
- No funded products may contain, or appear to contain, paid advertisement.
- No fees may be charged for any product funded by the Cooperative Marketing Program.

The following are examples of the type of expenses that **cannot be reimbursed** through the Cooperative Marketing Program:

- Costs for marketing activities not specifically listed as eligible in the guidelines
- Advance payments of any kind. Services must be delivered during the program year. EXAMPLE: The cost of billboard lease paid in advance within the program year for a service period outside of the program year is not an eligible expense
- Cost of advertising in another Missouri Countywide DMOs publication
- Costs for otherwise eligible products that display the logo and/or credit line in a font size that is not clearly legible
- Costs for otherwise eligible products that do not contain the Missouri Tourism logo and/or credit line as outlined under "Program Requirements" in these guidelines
- Costs incurred with MDT sponsored programs, events, conferences, publications, etc.
- Costs that would otherwise be eligible but are for products not distributed substantially over 50 miles from the location being advertised as outlined in the Program Requirements section of these guidelines
- In-kind services (also not qualified to be used as matching funds)
- Production costs that exceed 30% of the source cost (Production is an eligible expense in selected marketing categories)
- Post office charges (unless billed through a mailing service which ties cost to advertising)
- Clerical costs associated with the development of marketing deliverables whether directly or indirectly invoiced.

- Costs associated with writing and preparing the Cooperative Marketing application and fulfilling the reporting requirements of the program whether directly or indirectly invoiced.

XI. MODIFICATIONS

Budget modifications - Care should be taken in the preparation of the project budget. However, when costs exceed estimates, be sure to contact a member of the Cooperative Marketing team to discuss options.

Cost differentials that result in line item amount changes must be requested in writing in advance of the change. These may require a revised budget form and a letter of explanation in advance of expenses being incurred. The letter of explanation from the participant must fully explain the cost differences and be provided to MDT in advance of expenses being incurred.

Requests for revised budget will be accepted for consideration at any time from the contract approval date through the end of the third quarter for leisure travel marketing, convention marketing, and statewide marketing projects. For small project marketing projects, revised budgets may be submitted only during the first half of the contract period. **Please note** that the amount of state funds allocated for a project may never be increased.

Project modifications - Contracts are funded based on the project presented in the approved application. Participants are expected to complete projects as described in the application within the project period. If unable to fulfill the contract, or any portion of it, participants must contact a member of the cooperative marketing team as soon as possible.

Any changes to the approved marketing activities must be approved in advance of incurring costs. Approval is not guaranteed. Requests to add marketing types not included in the original project are discouraged.

XII. QUARTERLY REPORTING/REIMBURSEMENT OF EXPENSES

The Cooperative Marketing Program is a 50/50 matching funds reimbursement program. The participating Countywide DMO must first incur the approved expenses and then pay at least one-half of each invoice amount prior to submitting the expense to MDT for reimbursement. Invoices submitted for reimbursement must be for expenses approved in the Cooperative Marketing application or subsequent revision.

Quarterly reporting of marketing activities is required for all Cooperative Marketing Program contracts with the submission of the Quarterly Project Update/Reimbursement Request form. It is with this report that Countywide DMOs may request reimbursement of project expenses; however, the form must be submitted each quarter even when no expenses have been incurred. Instructions on the completion of this report will be provided to each participant along with the quarterly report form at the time of the funding award notification.

Quarterly Tracking and Evaluation/Ad Response forms must be completed and submitted as an attachment to the Quarterly Project Update for all Leisure Travel Marketing and Destination Advertising contracts.

The chart that follows illustrates the quarterly reporting requirements for each of the Cooperative Marketing Program marketing categories. It includes the application type, the number of quarterly reports required, response tracking requirements and dates due.

QUARTERLY REPORTING REQUIREMENTS			
Application Type	# of Quarterly Reports Required	Quarterly Tracking and Evaluation	Report Deadlines
Small Project Marketing S/F	2	No	Nov. 30, 2009 March 1, 2010
Small Project Marketing W/S	2	No	May 31, 2010 Aug. 31, 2010
Leisure Travel Marketing	4	Yes	Nov. 30, 2009 March 1, 2010 May 31, 2010 Aug. 31, 2010
Destination Advertising	4	Yes	
Public Relations	4	No, requires ad equivalency form	
Convention Marketing	4	No	
Amateur Sports Marketing	4	No	
Tourism Research	4	No	

XIII. MEASURING THE OUTCOME

The Cooperative Marketing Program supports performance-based marketing projects. Applicants must provide research-based rationale for the marketing activity selections included in the application as well as provide detailed outcome measurement data following the completion of the project. Program participants in most categories are required to develop an outcome measurement plan as a part of the application that specifies how the success of each project is to be measured. This measurement is an extremely important portion of the funded project.

Consult the instructions for each marketing category to learn specific outcome measurement requirements.

PROJECT SUMMARY REPORT REQUIREMENT CHART FOR FY10 PROJECTS			
Category	Required	Date Required	Name of Required Form
Small Project Marketing S/F	Yes	March 1, 2010	Project Summary Report for Leisure Travel Marketing
Small Project Marketing W/S	Yes	Aug. 31, 2010	
Leisure Travel Marketing	Yes	Dec. 1, 2010	
Destination Advertising	Yes	Dec. 1, 2010	
Public Relations	Yes	Dec. 1, 2010	Project Summary Report for Public Relations
Convention Marketing	Yes	Dec. 1, 2010	Summary Report for Convention Marketing
Amateur Sports Marketing	Yes	Dec. 1, 2010	Summary Report for Amateur Sports Marketing
Tourism Research	No	N/A	N/A

Project summary report - The measurements required by this program will not only identify the degree of success of a marketing project, but also strengthen future projects by providing information on ways to improve over past performance. To that end, an evaluation report, called the project summary report, is required following the completion of each destination advertising, leisure travel marketing, convention marketing, statewide marketing, and small project marketing contract. The Project Summary Reports form

Missouri Division of Tourism FY2010 Cooperative Marketing Program Guidelines

must be completed and submitted in a timely manner for each funded contract, and must reflect the outcome measurement activities outlined in the approved contract. See the preceding chart for Project Summary Reports requirements.

An analysis of the data from the Project Summary Reports is included in our annual Cooperative Marketing program summary, which is published each February to demonstrate the outcomes of the previous program year.

XIV. CONTRACT REVIEW

Following the receipt of the Project Summary Reports, each contract is reviewed for completeness. Participants, where any of the below is found to be true, are required to provide a written explanation detailing the circumstances surrounding the failure to complete the project.

- The usage of awarded funds falls below 90%
- Less than 90% of approved marketing activities was completed
- The required outcome measurement not provided with the Project Summary Report
- The Project Summary Report was not submitted in a timely manner

Failure to complete contract requirements will result in one of the following actions:

1. A warning
2. A one-year suspension from participation in the Cooperative Marketing Program
3. Revocation of certification, if it is determined that the participating Countywide DMO's history is found to damage the overall success measurement of the Cooperative Marketing Program

The Missouri Tourism Commission reserves the right to make all final decisions.

XV. MARKETING CATEGORY GUIDELINES

The following pages provide information specific to the individual marketing type and categories.

1. MARKETING TO THE LEISURE TRAVELER

Small Project Marketing Category (SPM)

FY2010 Summer/Fall Calendar:

- Project dates July 1, 2009 – Dec. 31, 2009
Applications must be received at MDT by 5 p.m. on date due. All other required items must be postmarked by date indicated.

Countywide DMO Certification Application due at MDT by 5 p.m.	Nov. 3, 2008
Application due at MDT by 5 p.m.	Mar 2, 2009
Notification date	May 29, 2009
Project period begins	July 1, 2009
1 st Project Update/ Reimbursement Report due	Nov. 30, 2009
Project period ends	Dec. 31, 2009
Final Project Update/Reimbursement Report due	March 1, 2010
Project Summary Report due	March 1, 2010

FY2010 Winter/Spring Calendar:

- Project dates Jan. 1, 2010 – June 30, 2010
Applications must be received at MDT by 5 p.m. on date due. All other required items must be postmarked by the date indicated.

Countywide DMO Certification Application due at MDT by 5 p.m.	Nov. 3, 2008
Application due at MDT by 5 p.m.	Sept. 1, 2009
Notification date	Dec. 1, 2009
Project period begins	Jan. 1, 2010
1 st Project Update/ Reimbursement Report due	May 31, 2010
Project period ends	June 30, 2010
Final Project Update/Reimbursement Report due	Aug. 31, 2010
Project Summary Report due	Aug. 31, 2010

Purpose - The small project marketing category was designed for the small market participant or the first-time applicant for the funding of small leisure travel projects that are of a limited scope and duration. Two marketing periods are available each fiscal year.

Appropriately certified Countywide DMOs may submit one application in each of the two funding periods. Level I applicants may submit one tourism research application instead of or in addition to the SPM application(s). Total funding may not exceed the amounts reflected in the maximum funding chart that follows. The per application minimum is \$500.

General information

- Open to Countywide DMOs with Level I or II certification
- Funding exclusively for small leisure travel marketing projects of limited duration
- Two six-month marketing periods available each fiscal year
- Marketing of events is only eligible when it is part of a broader tourism-marketing plan
- One application may be submitted per marketing period, two applications per program year
- Applicant may not apply in this category if applying in any other leisure travel category
- All program obligations and requirements from previous program years must be satisfied

Maximum State Funds That May Be Requested			
1 or 2 Small Project Marketing applications	For an annual total not to exceed	CTL 1 CTL 2	\$5,000 \$10,000
And/or 1 Tourism Research application	For an annual total not to exceed	CTL 1 CTL 2	\$5,000 \$5,000
Maximum combined totals		CTL 1 CTL 2	\$5,000 \$10,000

Eligible small project marketing activities include:

- Print media advertising placement costs
- Electronic media advertising
- Internet advertising
- Artwork, design and production of ads (limited to 30% of ad cost)
- Printing and production of collateral or direct mail materials
- Production of collateral or direct mail materials (limited to 30% of the printing of the piece)
- Trade show registration
- Billboard lease and artwork production
- Booth acquisition
- Web site development

Application requirements – Completed applications are due at Missouri Division of Tourism (MDT) office in Jefferson City by 5:00 p.m. on the deadline indicated in the calendar in this section. Applications arriving late will not be considered for funding.

Forms and instructions - Application forms and Instructions are available on the Missouri Tourism Web site, www.VisitMo.com. To access these forms and instructions, click on "Industry Info", "Cooperative Marketing Program", and then "FY2010 Program Information."

Evaluation process - A panel of three to five Industry members along with MDT staff review the SPM applications completeness, eligibility, and appropriateness. The applicant will be notified of the evaluators' suggestions and comments and may be given a specified period to amend the application, if appropriate. Ineligible marketing activities will be deleted from the application.

Applications must score 60% or better to be eligible for funding. The allocation of funds is based upon the availability of funds in the leisure travel marketing allotment. The application with the highest score is funded first, with the second highest scoring application funded next, etc. until no funds remain in the allotment or all eligible applications are funded.

Review standards - All information provided in and with the application will be considered. Scores will be assigned based on the following evaluation criteria:

- 50% Overall quality of project and budget
- 25% Extent to which this project expands current marketing efforts
- 25% Capability of applicant Countywide DMO to execute the proposed project

Notification of award – Award notification letters are mailed to applicants as indicated in the calendar. Those with successful projects will receive an acceptance agreement that must be signed and returned to MDT within 10 business days to confirm acceptance of the award. Once the completed acceptance agreement has been received and processed by MDT, the award amount is reserved for the implementation of the qualified activities outlined in the approved project.

Program requirements and restrictions – See the guidelines section that details program requirements and exceptions, exclusions and ineligible expenses.

Quarterly reporting and reimbursement of expenses - The Cooperative Marketing Program is a 50/50 matching-funds reimbursement program. As such, the funded Countywide DMO incurs the expense and then must pay at least 50% of the approved expense prior to requesting reimbursement from MDT.

Two quarterly project update/reimbursement request reports must be submitted for each contract period. See the calendars at the beginning of the SPM section. A Guide for Quarterly Reporting and Reimbursement will be mailed to all approved participants at the time of the notification of award. Additionally, reimbursement workshops are scheduled periodically throughout the year to address this process in detail.

Outcome measurement requirements - The following must be submitted along with the project summary report:

- Cost per inquiry analysis and comparison report for all funded marketing activities

Project Summary Report - A completed Project Summary Report assessing the success of the funded project must be submitted as indicated in the Small Project Marketing calendars. The research results from the outcome measurement requirements in this section must be attached.

Leisure Travel Marketing Category (LTM)

FY2010 Calendar:

Countywide DMO Certification Application due at MDT by 5 p.m.	Nov. 3, 2008	Due by 5 p.m.
Optional Draft of Leisure travel applications due	Dec. 1, 2008	Due by 5 p.m.
Leisure travel applications due at MDT by 5 p.m.	Jan. 30, 2009	Due by 5 p.m.
Notification of awards by MDT	May 29, 2009	
Program Year begins	July 1, 2009	
1 st Quarterly Project Update/Reimbursement Request due	Nov. 30, 2009	Postmark by this date
2 nd Quarterly Project Update/Reimbursement Request due	March 1, 2010	Postmark by this date
3 rd Quarterly Project Update/Reimbursement Request due	May 31, 2010	Postmark by this date
Program Year Ends	June 30, 2010	
4 th Quarterly Project Update/Reimbursement Request due	Aug. 31, 2010	Postmark by this date
Project Summary Report due	Dec. 1, 2010	Postmark by this date

Purpose - The leisure travel marketing category provides medium to large market Countywide DMOs with a significant funding opportunity for selected leisure travel marketing activities. The desired outcome of this category is increased direct domestic tourism expenditures. Participation in this category requires quantifiable outcome measurement.

General information

- Open to Countywide DMOs with Level II or III certification
- Funding of projects exclusively targeting the leisure travel visitor (including group tour focus)
- Regional competition
- One to two applications may be submitted
- All program obligations and requirements from previous program years must be satisfied prior to submitting application

Maximum State Funds That May Be Requested			
Application Category	Limitations	County Tourism Level	Maximum State Funding
Any combination of 1-2 Leisure Travel applications and/or 1 Public Relations application and/or 1 Tourism Research application	The total of these may not exceed	CTL 3	\$25,000
		CTL 4, 5, 6, 7	\$60,000
PLUS			+
1 Convention Marketing Application And/or 1 Amateur Sports Marketing Application (ASM <i>limited to \$25,000</i>)	The total of these may not exceed	CTL 3 CTL 4 CTL 5, 6, 7	\$0 \$30,000 \$60,000
Maximum combined totals			CTL 3 <u>\$25,000</u> CTL 4 <u>\$90,000</u> CTL 5,6,7 <u>\$120,000</u>

Marketing activities that may be included in leisure travel applications:

- Print media advertising placement (magazines, newspaper, travel inserts)
 - Production costs for the development of print ads not to exceed 30% of the total of print ad placement costs included in this application
- Targeted broadcast media advertising placement (radio, TV, cable)
 - Production costs for the development of targeted broadcast ads not to exceed 30% of the total of broadcast ad placement costs included in this application
- Internet advertising placement
- Electronic media marketing placement (travel related e-brochures)
- Billboard lease
- National or multi-state regional tradeshows registration
- Printing costs for targeted direct mail materials
 - Production costs for the development of direct mail materials limited to 30% of the cost of printing the direct mail piece
- Printing costs for collateral materials designed to fulfill leisure travel inquiries.
 - Production costs for the development of collateral materials limited to 30% of the cost of printing the collateral piece

Marketing activities other than those listed above may not be approved for funding and are ineligible for reimbursement.

Application requirements – Completed applications are due at Missouri Division of Tourism (MDT) office in Jefferson City by 5:00 p.m. on the deadline indicated in the calendar in this section. Applications arriving late will not be considered for funding.

Forms and instructions - Application forms and Instructions are available on the Missouri Tourism Web site, www.VisitMo.com. To access these forms and instructions, click on "Industry Info", "Cooperative Marketing Program", and then "FY2010 Program Information."

Draft applications - optional – A draft of the leisure travel marketing application may be submitted, along with the bid record, detailed marketing plan, and sample layouts to MDT as indicated in the calendar to be reviewed by the Cooperative Marketing Program staff. Staff will return the application along with a review sheet and comments within 30 days. Newly certified participants, those participants with new project directors or CEOs, or those wanting assistance are encouraged to utilize the draft application process.

NOTE: Submission of a draft application does not guarantee funding. Approval of qualified applications are subject to the evaluation and review processes. Approval is limited to the number of qualified applications for which funds are available in the leisure travel marketing category.

Evaluation process – Applicants are asked to provide detailed information on the proposed project to be funded. Points are awarded by evaluators for the responses to the review criteria that include project description, cost breakdown and justification, marketing strategy, outcome measurement strategy with emphasis on tracking and evaluation, marketing partnerships, the anticipated benefit to city/county/region, and the applicant's program history. Each application is judged on the information submitted in and with the application by industry evaluators appointed by the Missouri tourism commission and by MDT staff. Evaluators are excluded from scoring applications from his or her region.

When the evaluation is complete, scores are compiled. The lowest and the highest scores are eliminated from consideration for each application. The remaining scores are then averaged. The evaluators' score, weighted at 75 percent, is combined with the MDT score, and weighted at 25 percent. This final score is then used to determine the project ranking within its region, and later, its statewide ranking. Each proposal must earn a score of at least 60 points to qualify for funding. Projects are then funded based upon score and available dollars with the highest scoring application funded first; then the second highest score; etc. until all applications are funded or funds exhausted.

Any funds remaining in the category after all eligible applications are funded will be applied toward destination advertising applications.

Review standards - The evaluation committee will review each application both separately and as a group. The following aspects will be considered in the scoring of applications. An application must receive a minimum of **60 points** to be considered eligible for funding. The review committee will forward all eligible applications together with its recommendations to the Division of Tourism Director for final approval.

1. 10 Points - Provide the following information with regard to the objectives and the proposed project:
 - State the **measurable** objectives of the applicant's marketing plan that relate to the leisure travel market.
 - Explain how this proposed project will assist in meeting these objectives.
 - Explain how the DMO will determine that each of the stated objectives has been met.
2. 20 Points - Describe the proposed project clearly and concisely. The response must cover each of the following:
 - Description of each component of the project.
 - How the project components compliment each other.
 - Why each project component was selected.
 - How the creative design will support the project objectives
3. 10 Points - Identify the market segment(s) targeted in the proposed project and describe the visitor research results that prompted choosing these segments.
4. 10 Points - Identify the geographic markets selected for the proposed project and describe the visitor research results utilized in choosing these markets.
5. 10 Points - Describe the specific ways that this project expands and enhances the DMO's current marketing activities. The response should identify all of the following:
 - New markets.
 - New marketing activities.
 - New creative strategy
6. 5 Points - Provide the following information on the DMO's fulfillment processes.
 - Describe the fulfillment procedures and materials that will be used when responding to inquiries generated by this proposed project.
 - If a portion of the requested funds will be used for the printing collateral materials, please provide a detailed distribution plan, number that will be distributed, and estimated geographical reach of the materials.
7. 10 Points - Explain how this project meets the countywide marketing obligation of the DMO.
8. 10 Points - Explain the specific ways in which this project is designed to increase incremental overnight stays and by what means will you measure the increase.
9. 15 Points - Attach a completed itemized budget grid using the format provided in the sample on the following page. All requested information must be included. Leave no blank spaces.

Notification of award – Award notification letters are mailed to applicants as indicated in the calendar. Those with successful projects will receive an acceptance agreement that must be signed and returned to MDT within 10 business days to confirm acceptance of the award. Once the completed acceptance agreement has been received and processed by MDT, the award amount is reserved for the implementation of the qualified activities outlined in the approved project.

Program requirements and restrictions – See the guidelines section that details general program requirements and restrictions.

Quarterly reporting and reimbursement of expenses – The Cooperative Marketing Program is a 50/50 matching-funds reimbursement program. As such, the participant incurs the expense and then must pay at least 50% of the approved expense prior to requesting reimbursement from MDT.

Quarterly project update/reimbursement request reports must be submitted for each contract. These reports must be submitted according to the LTM calendar at the beginning of this section. The quarterly report includes both milestone information and a section for the submission of approved expenses for reimbursement.

A complete Guide for Quarterly Reporting and Reimbursement will be mailed to all participants at the time of application award notification. Quarterly reporting workshops will be scheduled periodically throughout the program year to assist participants with the process. See VisitMo.com or additional information.

Pre-approval of ads and materials - The participant is solely responsible for the inclusion of the Missouri tourism logo and/or credit line on all funded ads in accordance with logo guidelines. It is highly recommended that program participants obtain pre-placement ad approval from MDT. The ad approval form is available on the program Web pages.

Outcome measurement requirements – the following must be submitted by the project summary due date:

1. Completed project summary report form, **and**
2. Cost per inquiry analysis per publication with yearly comparison, **and**
3. Conversion study when the participating Countywide DMO's total state funding awards reach or exceed \$30,000 (all categories combined) within a fiscal year,
OR
3. One of the following research studies with ROI figure approved by MDT is required when the participant's total state funding awards for all categories combined reaches or exceeds \$60,000 within a fiscal year as follows:
 - o Conversion study with ROI or
 - o Ad effectiveness study with ROI or
 - o Alternate study to measure ROI agreeable to MDT

In addition, participants must report the inquiries generated by the project's marketing activities each quarter as a part of the quarterly reporting and reimbursement process.

Failure to complete the outcome measurement plan as approved and to provide the results to MDT will adversely affect the funding of future applications and may result in the organization's suspension from participation in the program and/or a withholding of reimbursement for any currently approved Cooperative Marketing project(s). Refer to the Contract Review section for details.

Project summary report- A completed Project Summary Report assessing the success of the funded project must be submitted as indicated in the leisure travel marketing calendar. The research results from the plan outlined in the approved application must be attached and the reports outlined under required outcome measurement requirements.

Destination Advertising (DA)

FY2010 Calendar:

Countywide DMO Certification application due at MDT by 5 p.m.	Nov. 3, 2008
Destination Advertising applications due at MDT by 5 p.m.	April 15, 2009
Notification of funding award	May 29, 2009
Program year begins	July 1, 2009
1 st Quarterly Project Update/Reimbursement Request Due	Nov. 30, 2009
Detailed media schedule for 2 nd six months Due	Feb. 1, 2010
2 nd Quarterly Project Update/Reimbursement Request Due	March 1, 2010
3 rd Quarterly Project Update/Reimbursement Request Due	May 31, 2010
Program year ends	June 30, 2010
4 th /Final Quarterly Project Update/Reimbursement Request Due	Aug. 31, 2010
Project Summary Deadline	Dec. 1, 2010

Purpose - The desired outcome of the Destination Advertising category is to increase visitation and tourist spending in Missouri by out of state visitors. State expenditures of media advertising are matched one for one in primary and growth markets, effectively doubling the advertising impact. The media-buying leverage provided through Division's ad agency media placement, coupled with the 50/50 match of state funds, provides meaningful financial incentive to participants and a significant economic benefit to the State of Missouri.

Maximum state Funds That May Be Requested			
	Minimum	Category Maximum	DMO Maximums (Limited to CTL allocations)
Any combination of 1 <u>Destination Advertising</u> application	\$60,000	\$600,000	The total of the three cannot exceed
And/or 1 <u>Leisure Travel Marketing</u> Application	\$10,000	\$60,000	
And/or 1 <u>Tourism Research</u> application	\$500	\$5,000	
1 <u>Convention Marketing</u> applications	\$5,000	\$60,000	The total of the two cannot exceed
And/or 1 <u>Amateur Sports Marketing</u> application	\$5,000	\$25,000	
Maximum combined totals			<u>\$660,000</u>

General information:

- Open to countywide DMOs with Level III certification
- Funds will be distributed from a single source of funds without regard to region
- One application may be submitted
- Minimum state funds of \$60,000 per applicant
- Maximum per applicant is determined first by certification level and secondly by the funding amount available to each county or County Tourism Level (CTL) allocations. Applicants should consult the section on proposed funding for more information on the maximums available.
- A minimum of 75% of the media placed must target the out-of-state visitor

- All program obligations and requirements from previous program years must be satisfied prior to submission of application

Eligible destination advertising activities - Advertising placement costs only - Participants in this category may advertise only in pre-approved media within primary and growth markets. This includes the placement of selected media advertising to include TV, radio, and print ads in magazines and newspapers and selected internet advertising placement and electronic media. Participants must pay all production costs associated with ads placed in this category. Seventy-five percent of ad placement must target out-of-state markets.

MDT encourages participants to have the MDT general ad agency place the ads. No fees or commissions will be assessed to participants using the MDT agency for ad placement services. This service does not include trafficking. The MDT ad agency will work to negotiate favorable media rates, combining the Cooperative Marketing Program dollars with the state advertising budget as leverage. If the participant elects to place the ads independently or through another ad agency, no more than 50% of the agency commissions and/or fees may be reimbursed.

Qualified media/markets - Advertising funded through the Destination Advertising category must be selected from an approved list of media in approved markets. The media/markets list will be finalized each Jan. incorporating input from the general ad agency and requests from program participants along with results to support the selection. Participants requesting additions to the list must do so in writing. It is the responsibility of the participant to place advertising in only those media and markets approved by MDT.

Application requirements – Completed applications are due at Missouri Division of Tourism (MDT) office in Jefferson City by 5:00 p.m. on the deadline indicated in the calendar in this section. Applications arriving late will not be considered for funding.

Forms and instructions - Application forms and Instructions are available on the Missouri Tourism Web site, www.VisitMo.com. To access these forms and instructions, click on “Industry Info”, “Cooperative Marketing Program”, and then “FY2010 Program Information.”

Review process – MDT reviews the Destination Advertising applications for completeness, appropriateness, and program compliance. A rating is assigned to each project based upon media and market mix, in-state/out-of-state cost ratio, scheduling dates, creative presentation, partnerships and outcome measurements.

Review Criteria

1. **Objectives** – 10 points. Describe how the media advertising detailed in the Itemized Budget Grid supports the applicant DMO’s overall leisure travel marketing plan. Include information on other tourism marketing activities that will be undertaken by the DMO during this period that support this media project.
2. **Creative** - 15 points. Describe the creative concepts that are planned for this media project. Indicate when final ads will be available for approval.
3. **Target Markets** – 15 points. Describe the target geographical markets for this project and why each was selected.
4. **Economic Impact** – 10 points. Describe the economic impact expected from this project.
5. **Measurement** – 10 points. A) Detail the research methods the applicant DMO will use to measure the performance of this project and indicate who will perform the required studies. The methods selected must include one of the following: conversion study with ROI, ad effectiveness study with ROI, or alternative study to measure ROI approved by MDT. B) Illustrate how the DMO will use the results to determine future marketing. C) List the research findings/studies that will be submitted as supporting data with the Project Summary Report due 12/1/09.
6. **Partnerships** – 10 points. Describe the partnerships that make this project a countywide marketing initiative.

7. **Media Detail** – 10 points. Utilizing the FY10 DA Itemized Budget Grid form that may be found on the Co-op Web pages, provide a line-item breakdown of the media budget amounts submitted on the Project Budget.

Allocation of available funds – To be eligible for funding an application must score a rating above 70%. When available Destination Advertising funds exceed the funds requested all eligible applications will be funded at 100%. When the total funds requested exceed the funds available, applications will be funded in equal proportion to the amount of funds requested. All funding levels and maximums are subject to appropriation.

Example: *If application requested amounts total \$3.25 million with \$3 million available, all eligible applications will be funded at 92% of the requested amounts.*

Notification of award – Award notification letters are mailed to applicants as indicated in the calendar. Those with successful projects will receive an acceptance agreement that must be signed and returned to MDT within 10 business days to confirm acceptance of the award. Once the completed acceptance agreement has been received and processed by MDT, the award amount is reserved for the implementation of the qualified activities outlined in the approved project.

Pre-approval of ads – Artwork for ads placed with funding from the destination advertising category must receive approval from MDT prior to ad placement each program year. This procedure may require up to five days. If no changes have been made, an ad placed in numerous media requires approval only once each program year. The participant is solely responsible for the inclusion of the Missouri tourism logo and credit line on all funded ads in accordance with logo guidelines. MDT will not approve a faxed copy of an ad that is not completely legible.

MDT reserves the right to deny approval on ads considered offensive, profane, or inappropriate in any way, or those that do not meet program guidelines.

Changes to contract - Any change to the approved and funded Cooperative Marketing Destination Advertising application must be requested in writing and approved by MDT prior to the placement of ads.

Reimbursement of expenses – Procedure for reimbursement of Destination Advertising expenses differs slightly from other marketing categories. A complete Guide for Quarterly Reporting and Reimbursement will be mailed to all approved participants at the time of application approval notification. Additionally, reimbursement workshops will be scheduled periodically throughout the program year. See www.VisitMo.com for additional information.

Inquiries generated – All ads funded through the Cooperative Marketing Destination Advertising category must be source-coded with a unique identifier designed to distinguish these ads from others placed by the participant. Applicants must agree to provide the MDT research firm the leads generated by ads funded through the Cooperative Marketing Program on request. In addition, Destination Advertising participants are required to submit an advertising response/lead tracking report as an attachment to the quarterly update.

Outcome measurement requirements - Destination Advertising applicants are required to develop a research plan to measure the return on investment of their proposed project to the state of Missouri. The detail of this plan must be included in the applicants' response to the evaluation criteria that deals with outcome measurement. A research plan must include the following:

1. Inquiry tracking with previous year comparisons, **and**
2. One of the following research types
 - a) Conversion study with ROI (return on investment)
 - b) Ad effectiveness study with ROI
 - c) Alternative study to measure ROI agreeable to MDT

Failure to complete the outcome measurement plan as approved and to provide the results to MDT in a timely manner will adversely affect the funding of future applications and may result in suspension from participation in the program or a withholding of funds for any currently approved Cooperative Marketing project. Refer to Contract Review section for details.

Project summary report - A completed Project Summary Report assessing the success of the funded project must be submitted following the conclusion of each funded project. The outcome measurement requirements in this section must be attached. See individual category calendars for deadlines.

Failure to fulfill contracts – Participants are expected to complete projects as approved. See section on *Contract Review* in this publication for details.

2. MARKETING TO THE MEDIA

Public Relations Category(PR) (leisure travel)

FY2010 Calendar:

Countywide DMO Certification Application due at MDT by 5 p.m.	Nov. 3, 2008	Due by 5 p.m.
Public Relations applications due at MDT by 5 p.m.	Jan. 30, 2009	Due by 5 p.m.
Notification of awards by MDT	May 29, 2009	
Program Year begins	July 1, 2009	
1 st Quarterly Project Update/Reimbursement Request due	Nov. 30, 2009	Postmark by this date
2 nd Quarterly Project Update/Reimbursement Request due	March 1, 2010	Postmark by this date
3 rd Quarterly Project Update/Reimbursement Request due	May 31, 2010	Postmark by this date
Program Year Ends	June 30, 2010	
4 th Quarterly Project Update/Reimbursement Request due	Aug. 31, 2010	Postmark by this date
Project Summary Report due	Dec. 1, 2010	Postmark by this date

Purpose - The Public Relations category provides funding for costs associated with contracted public relations services for selected activities that target the media.

General information

- Open to Countywide DMOs with Level II or III certification
- Funding of contracted costs for public relations activities that encourage the media to report positive stories about your destination to promote leisure travel
- Competitive application process
- One application may be submitted
- Selection of vendor for public relations services subject to competitive bid
- Minimum funding request per application \$5,000
- All program obligations and requirements from previous program years must be satisfied.

Maximum State Funds That May Be Requested			
Application Category	Limitations	County Tourism Level	Maximum State Funding
Any combination of 1 Public Relations application and/or 1 or 2 Leisure Travel Marketing application and/or 1 Tourism Research application		CTL 3	\$25,000
	The total of these may not exceed	CTL4, 5, 6, 7	\$60,000
PLUS			+
1 Convention Marketing Application And/or 1 Amateur Sports Marketing Application (ASM limited to \$25,000)	The total of these may not exceed	CTL 3 CTL 4 CTL 5, 6, 7	\$0 \$30,000 \$60,000
Maximum combined totals			CTL 3 CTL 4 CTL 5,6,7 \$25,000 \$90,000 \$120,000

Eligible public relations activities - Contracted costs for public relations activities that target the media for the solicitation of positive tourism-related stories for the destination limited to the activities detailed in the chart that follows.

Public Relations Eligible Activities and Required Deliverables		
Eligible Activities	Required Deliverables	Notes
Media Releases	<ul style="list-style-type: none"> • Release • Statement of distribution 	
Press Tours	<ul style="list-style-type: none"> • Evaluation form from participant(s) • Tour itinerary • Letter of assignment 	
Media Marketplaces	<ul style="list-style-type: none"> • Appointment list • Business card or photo of media contact • Completed PR contact report 	USA, UK and Canada locations only
Sales Missions	<ul style="list-style-type: none"> • Trip itinerary • Appointment Schedule • Completed PR contact report with stories pitched 	USA, UK and Canada locations only
Media Queries	<ul style="list-style-type: none"> • Completed PR contact report 	
Press Kit Development	<ul style="list-style-type: none"> • Press Kit, CD preferred • Statement of distribution 	
Photography and Video (specific for public relations use)	<ul style="list-style-type: none"> • CD/DVD of photos and videos • Statement of distribution 	<ul style="list-style-type: none"> • Eligible when there is an proactive distribution plan that includes images available to media on Website • Photos and video to be made available for MDT use.

Application requirements – Completed applications are due at Missouri Division of Tourism (MDT) office in Jefferson City by 5:00 p.m. on the deadline indicated in the calendar in this section. Applications arriving late will not be considered for funding.

Forms and Instructions - Application forms and Instructions are available on the Missouri Tourism Web site, www.VisitMo.com. To access these forms and instructions, click on “Industry Info”, “Cooperative Marketing Program”, and then “FY2010 Program Information.”

Evaluation process – Applicants are asked to provide information on the proposed project to be funded. Points are awarded by evaluators for the responses to the review criteria as well as the applicant's program history. Each application is judged on the information submitted in and with the application by MDT staff and others appointed at the discretion of the Division of Tourism.

When the evaluation is complete, scores are compiled and then averaged. Each proposal must earn a score of at least 60 points to qualify for funding. Projects are then funded based upon score and available dollars.

Funding of qualifying applications is dependent upon available budget amounts.

Evaluation Criteria - Total points available for criteria 100

Criteria 1 - Goals and Objectives, 10 Potential Points:

- State the measurable goals and objectives of this public relations project

- B. How do these goals and objectives align with the objective of the Division of Tourism, "to increase direct domestic tourism expenditures?"
- C. How does this public relations project integrate with other marketing and advertising efforts of the applicant?

Criteria 2 - Project Description, 20 Potential Points: Describe the public relations project clearly and concisely. Your response should identify each type of activity, and why it was selected.

Criteria 3 - Targets and Markets, 10 Potential Points: Describe which writers and publications will be the targeted in this project and why they were chosen.

Criteria 4 - Destination Potential/Economic Impact, 10 Potential Points: How will the public relations project impact the potential for leisure travel in your destination?

Criteria 5 - Outcome Measures, 20 Potential Points:

- A. Describe the methods that will be utilized to provide the required measurement of the goals and objectives from criteria 1 above.
- B. Describe the ways that growth will be measured.

Criteria 6 - Listing of Public Relations Activities - 10 Potential Points: Utilize the public relations activities grid format.

Criteria 7 - Selection of Vendor - 20 Potential Points:

- A. Include a bid record summarizing the written bid of the selected vendor and all others received (minimum of three in all). Include copies of the bids received from each of the vendors.
- B. Describe the RFP process in detail that was utilized to select the vendor.
- C. List the mandatory public relations activity specifications on which the vendor bid. Note that the specifications must be detailed and identical for each bidder.
- D. Describe the evaluation and award process utilized to select the vendor. Price must be a factor in the award but not the sole factor.

Example of evaluation criteria:

- 30 points - Cost
- 25 points - Experience, reliability, stability
- 25 points - Expertise and creativity of personnel
- 20 points - Method of performance

- E. Detailed proposal/contract from selected vendor for public relations services to be performed.

There are 100 points possible per application. Each application must score a minimum of 60 points to be eligible for funding.

Notification of award – Award notification letters are mailed to applicants as indicated in the calendar. Those with successful projects will receive an acceptance agreement that must be signed and returned to MDT within 10 business days to confirm acceptance of the award. Once the completed acceptance agreement has been received and processed by MDT, the award amount is reserved for the implementation of the qualified activities outlined in the approved project.

Quarterly reporting and reimbursement of expenses – The Cooperative Marketing Program is a 50/50 matching-funds reimbursement program. As such, the participant incurs the expense and then must pay at least 50% of the approved expense prior to requesting reimbursement from MDT.

Quarterly project update/reimbursement request reports must be submitted for each contract. These reports must be submitted according to the PR calendar at the beginning of this section. The quarterly report includes both milestone information and a section for the submission of approved expenses for reimbursement.

A complete Guide for Quarterly Reporting and Reimbursement will be mailed to all participants at the time of application award notification. Quarterly reporting workshops will be scheduled periodically throughout the program year to assist participants with the process. See VisitMo.com or additional information.

Outcome measurement requirements - The applicant must provide in and with the project summary report 1) an executive summary that ties the funded PR activities to the articles written, and 2) an ad equivalency report illustrating economic impact of the specific project activities. Research and tracking costs may not be included in the Public Relations application. Tourism research projects can be submitted separately on a tourism research application.

Failure to complete the outcome measurement as indicated above and to provide the results to MDT will adversely affect the funding of future applications and may result in suspension from participation in the program and/or a withholding of reimbursement for any currently approved Cooperative Marketing project(s). Refer to section XIV, Contract Review, for details.

Project summary report - A completed Project Summary Report assessing the success of the funded project. See the calendar in this section for deadlines.. See the outcome measurement requirements in this section and the "Measuring the Outcome" section in these guidelines for further information on this requirement.

3. MARKETING TO THE EVENT PLANNER

Convention Marketing Category (CVM)

FY2010 Calendar:

Countywide DMO Certification Application due at MDT by 5 p.m.	Nov. 3, 2008	Due by 5 p.m.
Optional Draft of convention marketing applications due	Dec. 1, 2008	Due by 5 p.m.
Convention marketing applications due at MDT by 5 p.m.	Jan. 30, 2009	Due by 5 p.m.
Notification of awards by MDT	May 29, 2009	
Program Year begins	July 1, 2009	
1 st Quarterly Project Update/Reimbursement Request due	Nov. 30, 2009	Postmark by this date
2 nd Quarterly Project Update/Reimbursement Request due	March 1, 2010	Postmark by this date
3 rd Quarterly Project Update/Reimbursement Request due	May 31, 2010	Postmark by this date
Program Year Ends	June 30, 2010	
4 th Quarterly Project Update/Reimbursement Request due	Aug. 31, 2010	Postmark by this date
Project Summary Report due	Dec. 1, 2010	Postmark by this date

Purpose - The convention marketing category provides those areas with appropriate convention facilities a significant funding opportunity for marketing to the out-of-state convention and meeting planner.

General information

- Open to Countywide DMOs with Level II or III certification with a convention marketing designation
- Funding of marketing projects that are designed to attract conventions and meetings that do not typically, or on a revolving schedule, meet in Missouri.
- Statewide competition
- One application may be submitted
- Minimum funding request per application \$5,000
- All program obligations and requirements from previous program years must be satisfied prior to submission of this application

Maximum State Funds That May Be Requested

1 Convention Marketing Application	CTL 1, 2, 3	\$0
	CTL 4	\$30,000
	CTL 5, 6, 7	\$60,000

Eligible convention marketing activities that target the out-of-state planner:

- Print media advertising placement and trafficking costs
 - Production costs for the development of print ads limited to 30% of the total of ad placement costs funded
- National or multi-state regional meeting and convention planner tradeshows registration and booth rental costs
- Booth acquisition (when in conjunction with eligible convention marketing tradeshows participation)
- Printing for collateral materials designed to showcase destination convention and meeting facilities and amenities
 - Production costs for the development of collateral materials limited to 30% of the cost of printing the collateral piece
- Purchase or rental of convention and meeting planner mailing lists

- Printing for direct mail materials targeting the meeting and convention planner.
 - Production costs for the development of direct mail materials limited to 30% of the cost of printing the direct mail piece
- Distribution costs of targeted direct mail materials when invoiced through a mailing service

Marketing activities other than those listed will be removed from the application.

Application requirements – Completed applications are due at Missouri Division of Tourism (MDT) office in Jefferson City by 5:00 p.m. on the deadline indicated in the calendar in this section. Applications arriving late will not be considered for funding.

Forms and instructions - Application forms and Instructions are available on the Missouri Tourism Web site, www.VisitMo.com. To access these forms and instructions, click on “Industry Info”, “Cooperative Marketing Program”, and then “FY2010 Program Information.”

Draft applications - optional – A draft of the convention marketing application may be submitted, along with the bid record, detailed marketing plan, and sample layouts to MDT as indicated in the calendar to be reviewed by the Cooperative Marketing Program staff. Staff will return the application along with the review sheet and comments within 30 days. New participants, those wanting assistance or those with products not specifically listed in the guidelines as eligible products are encouraged to submit draft applications.

NOTE: Submission of a draft application does not guarantee funding. All applications are subject to the evaluation process.

Evaluation process – Applicants are asked to provide detailed information on the proposed project to be funded. Points are awarded by evaluators for the responses to the review criteria that include project description, cost breakdown and justification, marketing strategy, outcome strategy with emphasis on tracking and evaluation, marketing partnerships, the anticipated benefit to city/county/region, and participant's program history. Each application is judged on the information submitted in and with the application by the Division of Tourism.

When the evaluation is complete, scores are compiled. The lowest and the highest scores are eliminated from consideration for each application. The remaining scores are then averaged. This final score is then used to determine the project ranking. There are 100 points possible per application. Each proposal must earn a score of at least 60 points to be eligible for funding. Projects are then funded based upon score and available dollars within the category.

Review standards - the evaluation team will review each application both separately and as a group. The following aspects will be considered in the scoring of the applications

- 1 - Project Costs-Itemized Budget Grid, 15 Potential Points:** Are the budgeted expenses well researched, appropriate and complete? Has all the requested information been supplied?
- 2 - Objectives, 10 Potential Points:** Did the applicant clearly state the objectives? Does the proposed project support these objectives? Are the objectives reasonable? Can they be measured?
- 3 - Project Description, 25 Potential Points:** Does the response address each bullet point
Is the project well defined? Is this appropriate marketing for the available facilities? Are the market segments appropriate? Does the project adequately market the convention and meeting possibilities of the county/region? Does the project expand past efforts?
- 4 - Destination Potential/Economic Impact, 20 Potential Points:** Does the project have the potential to attract conventions, meetings, and/or sporting events that do not typically meet in Missouri? Is the anticipated growth a realistic estimate?

5 - Markets/Distribution, 10 Potential Points: Does the response cover all requested information? Is it clear? Are the geographical markets a good fit? Is the distribution plan complete and appropriate?

6 – Outcome Measures, 10 Potential Points: Is there a specific sales tracking process in place? Is it clear how success will be determined? Will the measurement provided to MDT be meaningful?

Evaluator Overall Impression, 10 Potential Points: Is it a good project? Is the applicant likely to be able to complete the project? Is it innovative? Does the participant have a solid history with the program?

Notification of award – Award notification letters are mailed to applicants as indicated in the calendar. Those with successful projects will receive an acceptance agreement that must be signed and returned to MDT within 10 business days to confirm acceptance of the award. Once the completed acceptance agreement has been received and processed by MDT, the award amount is reserved for the implementation of the qualified activities outlined in the approved project.

Quarterly reporting and reimbursement of expenses – The Cooperative Marketing Program is a 50/50 matching-funds reimbursement program. As such, the participant incurs the expense and then must pay at least 50% of the approved expense prior to requesting reimbursement from MDT.

Quarterly project update/reimbursement request reports must be submitted for each contract. These reports must be submitted according to the calendar at the beginning of this section. The quarterly report includes both milestone information and a section for the submission of approved expenses for reimbursement.

A complete Guide for Quarterly Reporting and Reimbursement will be mailed to all participants at the time of application award notification. Quarterly reporting workshops will be scheduled periodically throughout the program year to assist participants with the process. See VisitMo.com or additional information.

Outcome measurement requirements – CVM marketing applicants must outline the convention sales tracking process utilized as well as show the economic impact of their convention marketing activities in the outcome measurement section of the application. Research costs may not be included in the convention marketing application. Tourism research projects must be submitted separately on a tourism research application.

Failure to complete the outcome measurement plan as approved and to provide the results to MDT will adversely affect the funding of future applications and may result in suspension from participation in the program and/or a withholding of reimbursement for any currently approved Cooperative Marketing project(s). Refer to the Contract Review section for details.

Project summary report- A completed Project Summary Report assessing the success of all funded projects must be submitted as indicated in the calendar. The research results from the plan outlined in the approved application must be attached. See “Measuring the Outcome” in these guidelines for further information on this requirement.

Amateur Sports Marketing Category (ASM)

FY2010 Calendar:

Countywide DMO Certification Application due at MDT by 5 p.m.	Nov. 3, 2008	Due by 5 p.m.
Optional Draft of applications due	Dec. 1, 2008	Due by 5 p.m.
ASM applications due at MDT by 5 p.m.	Jan. 30, 2009	Due by 5 p.m.
Notification of awards by MDT	May 29, 2009	
Program Year begins	July 1, 2009	
1 st Quarterly Project Update/Reimbursement Request due	Nov. 30, 2009	Postmark by this date
2 nd Quarterly Project Update/Reimbursement Request due	March 1, 2010	Postmark by this date
3 rd Quarterly Project Update/Reimbursement Request due	May 31, 2010	Postmark by this date
Program Year Ends	June 30, 2010	
4 th Quarterly Project Update/Reimbursement Request due	Aug. 31, 2010	Postmark by this date
Project Summary Report due	Dec. 1, 2010	Postmark by this date

Purpose - The amateur sports marketing category provides those areas with appropriate sporting event facilities a significant funding opportunity for marketing to the out-of-state planner.

General information

- All applicants in the amateur sports marketing category must possess a Level II or III certification with an amateur sports marketing designation
- Funding of marketing projects designed to attract amateur sporting events that are not typically, or on a revolving schedule, held in Missouri.
- Statewide competition
- One application may be submitted
- Minimum funding request per application \$5,000
- Maximum funding request per application \$25,000
- All program obligations and requirements from previous program years must be satisfied prior to submission of application

Maximum State Funds That May Be Requested		
1 Amateur Marketing Application	CTL 1,2, 3	\$0
	CTL 4,5, 6, 7	\$25,000

Eligible amateur sports marketing activities include:

- Print media advertising placement and trafficking costs
 - Production costs for the development of print ads limited to 30% of the total of ad placement costs funded
- National or multi-state and regional amateur sporting event planner tradeshows registration and booth rental costs
- Booth acquisition (when in conjunction with eligible amateur sporting event planner tradeshows participation)
- Printing for collateral materials designed to showcase destination sporting event facilities and amenities
 - Production costs for the development of collateral materials limited to 30% of the cost of printing the collateral piece
- Purchase or rental of amateur sporting event planner mailing lists
- Printing for direct mail materials targeting the amateur sporting event planner.

Missouri Division of Tourism FY2010 Cooperative Marketing Program Guidelines

- Production costs for the development of direct mail materials limited to 30% of the cost of printing the direct mail piece
- Distribution costs of targeted direct mail materials when invoiced through a mailing service

Marketing activities other than those listed will be removed from the application.

Application requirements – Completed applications are due at the Missouri Division of Tourism (MDT) office in Jefferson City by 5:00 p.m. on Jan. 31, 2009. Applications arriving late will not be considered for funding.

Forms and instructions - Application forms and Instructions are available on the Missouri Tourism Web site, www.VisitMo.com. To access these forms and instructions, click on "Industry Info", "Cooperative Marketing Program", and then "FY2010 Program Information."

Draft applications - optional – A draft of the amateur sports marketing application may be submitted, along with the bid record, detailed marketing plan, and sample layouts to MDT as indicated in the calendar to be reviewed by the Cooperative Marketing Program staff. Staff will return the application along with the review sheet and comments within 30 days. New participants, those wanting assistance or those with products not specifically listed in the guidelines as eligible products are encouraged to submit draft applications.

NOTE: Submission of a draft application does not guarantee funding. All applications are subject to the evaluation process.

Evaluation process – Applicants are asked to provide information detailed information on the proposed project to be funded. Points are awarded by evaluators for the responses to the evaluation criteria that include project description, cost breakdown and justification, marketing strategy, outcome strategy with emphasis on tracking and evaluation, marketing partnerships, the anticipated benefit to city/county/region, and the participant's program history. Each application is judged on the information submitted in and with the application by the Division of Tourism.

When the evaluation is complete, scores are compiled. The lowest and the highest scores are eliminated from consideration for each application. The remaining scores are then averaged. This final score is then used to determine the project ranking within its region, and later, its statewide ranking. Each proposal must earn a score of at least 60 points to qualify for funding. Projects are then funded based upon score and available dollars.

Application process – Completed applications are due at Missouri Division of Tourism (MDT) office in Jefferson City by 5:00 p.m. on the deadline indicated in the calendar in this section. Applications arriving late will not be considered for funding.

Application forms and Instructions are available on the Missouri Tourism Web site, www.VisitMo.com. To access these forms and instructions, click on "Industry Info", "Cooperative Marketing Program", and then "FY2010 Program Information."

Applicants must submit the original and six copies of the complete application, detailed marketing plan, and all attachments. The application copies will be distributed to evaluators for scoring.

Funds remaining in this category after all eligible applications are funded will be applied first to leisure travel marketing and then to the destination advertising.

Evaluation Criteria - Total points available for criteria 100

Criteria 1 - Itemized Budget Grid, 10 Potential Points: Utilizing an itemized budget grid format for each project category, provide a detailed project budget that lists each expense included in the proposed project.

Criteria 2 - Objectives, 10 Potential Points: What is your organization trying to achieve? Restate the top three measurable objectives of your marketing plan and explain how the proposed project supports those objectives and how the objectives align with the objective of the Division of Tourism, to Increase Direct Domestic Tourism Expenditures.

Criteria 3 - Project Description, 20 Potential Points: What is your project? Describe your project clearly and concisely. Your response should identify each type of product and why it was selected, the market segment for each component, and local, regional, or other financial or physical partnerships involved in this project.

Criteria 4 - Destination Potential/Economic Impact, 20 Potential Points: How does your project impact the potential for amateur sports marketing in your destination? Your response should address the following regarding your destination: describe the facilities available in your destination, indicate the current impact of amateur sporting events to your destination, and describe the level of growth could you reasonably anticipate in bookings for your destination as a result of your project.

Criteria 5 - Markets/Distribution, 10 Potential Points: Who will hear or see your message? Explain when, where and how you intend to distribute your project products. Describe why the target geographical markets were chosen, the locations and dates of proposed tradeshows, etc., and the distribution plan for all printed materials.

Criteria 6 – Expansion, 10 Potential Points: How is this project different from past projects? Show how this project expands your current amateur sports marketing program.

Criteria 7 – Outcome Measures, 10 Potential Points: How will you know if the project is successful? Describe your tracking process. Explain how you determine the success of the various marketing components and how that impacts the planning of future marketing efforts. Be specific.

Evaluator Overall Impression, 10 Potential Points: No response required. Evaluators will award from one to 10 additional points for their overall impression of the proposed project.

There are 100 points possible per application. Each application must score a minimum of 60 points to be eligible for funding.

Notification of award – Award notification letters are mailed to applicants as indicated in the calendar. Those with successful projects will receive an acceptance agreement that must be signed and returned to MDT within 10 business days to confirm acceptance of the award. Once the completed acceptance agreement has been received and processed by MDT, the award amount is reserved for the implementation of the qualified activities outlined in the approved project.

Quarterly reporting and reimbursement of expenses – The Cooperative Marketing Program is a 50/50 matching-funds reimbursement program. As such, the participant incurs the expense and then must pay at least 50% of the approved expense prior to requesting reimbursement from MDT.

Quarterly project update/reimbursement request reports must be submitted for each contract. These reports must be submitted according to the PR calendar at the beginning of this section. The quarterly report includes both milestone information and a section for the submission of approved expenses for reimbursement.

A complete Guide for Quarterly Reporting and Reimbursement will be mailed to all participants at the time of application award notification. Quarterly reporting workshops will be scheduled periodically throughout the program year to assist participants with the process. See VisitMo.com or additional information.

Outcome measurement requirements – In the outcome measurement section of the application, ASM applicants must outline their tracking process as well as show the economic impact of their past amateur sports marketing activities. Research costs may not be included in the amateur sports marketing application. Research projects must be submitted separately on a tourism research application.

Failure to complete the outcome measurement plan as approved and to provide the results to MDT will adversely affect the funding of future applications and may result in the suspension from participation in the program and/or a withholding of reimbursement for any currently approved Cooperative Marketing project(s). Refer to section on Contract Review, for details.

Project summary report - A completed Project Summary Report assessing the success of the funded project must be submitted no later than Dec. 1, 2010. The research results from the plan outlined in the approved application must be attached. See the outcome measurement requirements in this section for additional information.

4. TOURISM RESEARCH

Tourism Research Category (TR)

FY2010 Calendar:

Countywide DMO Certification Application due a MDT by 5 p.m.	Nov. 3, 2008
Optional Draft of Tourism Research applications due	Dec. 1, 2008
Tourism Research applications due at MDT by 5 p.m.	Jan. 30, 2009
Notification of funding award	May 29, 2009
Program Year begins	July 1, 2009
1 st Quarterly Project Update/Reimbursement Request due	Nov. 30, 2009
2 nd Quarterly Project Update/Reimbursement Request due	March 1, 2010
3 rd Quarterly Project Update/Reimbursement Request due	May 31, 2010
Program Year Ends	June 30, 2010
4 th Quarterly Project Update/Reimbursement Request due	Aug. 31, 2010
Project Summary Report due	Dec. 1, 2010

Purpose: To program participants in the funding of quality tourism research projects that focus on identifying markets and targets as well as measuring marketing outcomes.

General Information

- Open to all Countywide DMOs with level I, II, or III certification
- One application may be submitted
- Minimum funding request per application \$1,000
- Maximum funding request per Countywide DMO \$5,000
- Requests subject to Countywide DMO's overall maximum based upon a combination of certification level and amounts available to the county.
- All program obligations and requirements from previous program years must be satisfied prior to submission of application

Maximum State Funds That May Be Requested

1 Tourism Research Application	CTL 0	\$0
	CTL 1 -7	\$5,000

Awards for the tourism research category will be allocated from the leisure travel category allotment.

Eligible activities: Tourism marketing research projects. Research may focus on identifying markets and targets as well as measuring marketing outcomes such as those required in some program marketing categories. Generally, feasibility studies do not qualify.

Application requirements – Completed applications are due at Missouri Division of Tourism (MDT) office in Jefferson City by 5:00 p.m. on the deadline indicated in the calendar in this section. Applications arriving late will not be considered for funding..

Forms and instructions - Application forms and Instructions are available on the Missouri Tourism Web site, www.VisitMo.com. To access these forms and instructions, click on "Industry Info", "Cooperative Marketing Program", and then "FY2010 Program Information."

Draft applications - optional – A draft of the TR Application may be submitted, along with bid record, and sample materials to MDT to be reviewed by the Cooperative Marketing Team. The team will return the application along with the review sheet and comments within 30 days. New participants and those wanting assistance are encouraged to submit draft applications.

NOTE: Submission of a draft application does not guarantee funding. All applications are subject to the evaluation process.

Evaluation process – Points are awarded for responses to the application evaluation criteria including project description, cost breakdown, and purpose. A panel of industry peers and research professionals evaluates the applications. Each proposal must earn a score of at least 60 percent to qualify for funding. Projects are then funded based upon score and available dollars.

Notification of award – Award notification letters are mailed to applicants as indicated in the calendar. Those with successful projects will receive an acceptance agreement that must be signed and returned to MDT within 10 business days to confirm acceptance of the award. Once the completed acceptance agreement has been received and processed by MDT, the award amount is reserved for the implementation of the qualified activities outlined in the approved project.

Quarterly reporting and reimbursement of expenses – The Cooperative Marketing Program is a 50/50 matching-funds reimbursement program. As such, the participant incurs the expense and then must pay at least 50% of the approved expense prior to requesting reimbursement from MDT.

Quarterly project update/reimbursement request reports must be submitted for each contract. These reports must be submitted according to the calendar at the beginning of this section. The quarterly report includes both milestone information and a section for the submission of approved expenses for reimbursement. A copy of the final research project(s) must accompany the request for reimbursement.

A complete Guide for Quarterly Reporting and Reimbursement will be mailed to all participants at the time of application award notification. Quarterly reporting workshops will be scheduled periodically throughout the program year to assist participants with the process. See VisitMo.com or additional information.

*PROPOSED FY2010 COOPERATIVE MARKETING PROGRAM INFORMATION AT A GLANCE							
	MARKETING TYPE						
	MARKETING TO THE LEISURE TRAVELER			MARKETING TO THE MEDIA	MARKETING TO THE EVENT PLANNER		RESEARCH
CATEGORY	<i>Small Project Marketing</i>	<i>Leisure Travel Marketing</i>	<i>Destination Advertising</i>	<i>Public Relations</i>	<i>Convention Marketing</i>	<i>Amateur Sports Marketing</i>	<i>Tourism Research</i>
Project period	Two 6-month periods 7/1/09- 12/31/09 & 1/1/10 - 6/30/10	One 12-month period	One 12-month period	One 12-month period	One 12-month period	One 12-month period	One 12-month period
Certification Level	Level I	Level II & III	Level III	Level II	Level II and III	Level II and III	Level I, II, III
County Tourism Level (CTL)	CTL 1 and 2	CTL 3 and 4	CTL 5, 6 and 7	CTL 3 and 4	CTL 4, 5, 6 and 7	CTL 4, 5,6 and 7	CTL 2,3,4,5,6 and 7
Minimum state funds per application	\$500	\$10,000	\$60,000	\$5,000	\$5,000	\$5,000	\$1,000
Maximum state funds per application	CTL 2-\$10,000 CTL 1-\$5,000	CTL 4-\$60,000 CTL 3-\$25,000	CTL 7-\$600,000 CTL 6-\$450,000 CTL 5-\$200,000	CTL 4-\$60,000 CTL 3-\$25,000	CTL 5, 6 and 7-\$60,000 CTL 4-\$30,000	\$25,000	\$5,000
Countywide DMO fiscal year maximum	CTL 2-\$10,000 CTL 1-\$5,000	CTL 4-\$60,000 CTL 3-\$25,000	CTL 7-\$600,000 CTL 6-\$450,000 CTL 5-\$200,000	Maximum combined with Leisure Travel Marketing category	CTL 5, 6 and 7-\$60,000 CTL 4-\$30,000	Maximum combined with Convention Marketing	Maximum combined with Leisure Travel Marketing category
Maximum # of applications accepted	1 per project period/2 per FY	1 or 2 TOTAL per FY	1 per FY	1 per FY	1 per FY	1 per FY	1 per FY
Applications due	3/2/09 and 9/1/09	1/30/09	4/15/09	1/30/09	1/30/09	1/30/09	1/30/09
*Proposed State Funding Level	\$25,000	\$325,000	\$3,280,000	\$80,000	\$300,000	\$75,000	\$15,000
	\$4,100,000						

* These amounts are subject to the appropriation of funds to the Division of Tourism.

**A Strategy for a Successful Application:
Planning and Communications**

- Spend time discussing the needs, goals and expectations of your destination and county before applying for funds. Take care in developing a comprehensive, detailed tourism marketing plan. The direction and scope of the marketing project should be a result of the marketing plan. Pre-planning will pay dividends down the road.
- Be sure your organization's certification is current. All organizations wishing to participant in the Cooperative Marketing Program must be certified or re-certified prior to submitting funding applications.
- Start work on the project early and communicate with all interested parties within the destination about the project goals.
- Develop the project timeline outlining the project components/tasks, when they must be completed, and who has the responsibility for each. All expenditures for funded projects must take place during the project year for which the application is submitted.
- Become familiar with the Cooperative Marketing Program requirements **BEFORE** beginning the marketing project. Attend program workshops. Consult the guidelines often.
- Complete the Cooperative Marketing application, carefully providing all information that is requested. Consult the application instructions often. Funding is, for the most part, dependant upon the content of the information provided in the application.
- Consider having the application reviewed by at least one other individual to ensure that all requested information has been provided. If this is your first application, consider seeking the assistance of someone experienced in the program to review the application.
- If someone else fills out the application on your behalf, please proof for completeness and accuracy. Remember, the applicant is responsible for the information provided on the application and for fulfilling the necessary program requirements.
- Utilize the draft application process for those categories where available.
- Before signing the application, make sure all interested parties agree with the project scope and conditions as described in the document. Countywide DMOs should designate a back-up project director who is kept informed of the project's progress. This person should be able to step in and complete the project if the project director cannot. This is especially important since staff changes do not excuse the participant from program responsibilities.
- Remember that the financial responsibility for the marketing project cannot be passed on. The participant will be held accountable for the use and reporting of these public funds. All invoices and project payments eligible for reimbursement must be addressed to and paid by the participant Countywide DMO.
- If you are new to this process, consider starting small. Do not overestimate what you can accomplish. Many projects fail because they were too ambitious, did not have clear goals, required more staff than was available, or did not build consensus within the destination.
- Please contact Missouri Division of Tourism if you have any questions or need clarification both during the application process and throughout the program year. When in doubt, call.

Outline for Preparing a Detailed Tourism Marketing Plan

I. Goals and Objectives

- A. Identify measurable short and long term marketing goals
 - 1) Increase visitors
 - 2) Increase overnight stays
 - 3) Increase tourism expenditures
- B. Identify how you will know these goals/objectives are successful

II. Targets and Markets

- A. Identify targets
 - 1. Leisure traveler
 - 2. Group tour planner
 - 3. Business travel planner
 - 4. Sporting event planner
- B. Identify markets
 - 1. Geographic (by geographic location)
 - 2. Demographics (by characteristics and statistics)
 - 3. Psychographics (by psychological characterization)
 - 4. Lifestyle (by manner of living)
 - 5. Special interest (examples: history, culture, art, culinary, etc)
- C. Select marketing types
 - 1. Advertising
 - 2. Branding
 - 3. Direct marketing
 - 4. Public relations
 - 5. Personal sales
 - 6. Sales promotion

III. Action Plan

- A. Develop tourism budget
- B. Develop timeline
- C. Develop marketing schedule
- D. Develop detailed action plan
 - 1. Precisely describe the task
 - 2. Show timetable for completion of each task
 - 3. Indicated who is responsible for each task
 - 4. Budget all task expenses

IV. Develop performance measures

- A. Determine how to measure
 - 1. Inquiries
 - 2. Visitors
 - 3. Economic impact
 - 4. Return on investment
 - 5. Effectiveness
 - 6. Editorial coverage
 - 7. Others
- B. Determine how to measure
 - 1. Inquiry and cost per inquiry tracking
 - 2. Conversion study
 - 3. Intercept study
 - 4. Ad effectiveness study
 - 5. Ad equivalency
 - 6. Other measurements